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NEWS RELEASE

PROVIDING THE PERSONAL TOUCH



The Advantage Travel Partnership launches its book early, member to consumer campaign this week, promoting customer service through a personalised approach.

The 'personal touch' campaign will encourage members to think about the service they offer their customers, as well as ensuring they are making recommendations truly based on their preferences and requirements.

This week the direct mail campaign, personalised at member branch level, designed to encourage customers to book again will be mailed to 30k+ households, providing a solution for agents to have a completely over-branded message delivered to their customers.

The mailer has been personalised with each member's website and Facebook page on the front cover to bring an extra element of personalisation into it and to remind the customer that there are online channels available, for them to be able to contact the agent. A follow-up email directing the recipient to their travel agent's website will be sent following the mailing.

For members involved in the campaign with an Advantage white label website, all the offers featured in the direct mail will be available to view online by their customers providing members with a truly joined-up approach in marketing to their customers at this important time of year for bookings.

A dedicated landing page promoting the campaign will be live on the white label sites, as well as a homepage banner and members have received a dedicated email to fully equip them in promoting the offers across all of their own channels.

Carolyn Hardy, Marketing Manager said “Supporting our members in marketing to their own customers is a key USP we provide to our members. We believe in our members owning their own brand and will always encourage them to create and develop their profile, to promote their own business.”

“The multi-channel campaign truly brings personalisation to the forefront and aligns the direct marketing programme to other digital channels, ensuring we offer a forward-thinking approach and consistent messaging to members and their customers. We produce all the collateral on behalf of our members and manage the distribution, meaning our members can concentrate on what they do best, selling holidays.”

ENDS

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